



## Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact [support@jstor.org](mailto:support@jstor.org).

**Meade, E. S.** *The Story of Gold.* Pp. xv, 206. Price, 75 cents. New York: D. Appleton & Co., 1908.

Through all history gold has held a place more prominent than that of any other product of the earth. As the underlying reason for many voyages of exploration and discovery, as the impelling motive in the founding of colonies or waging wars of conquest, gold has played a significant role. At present, no less than in the past, the spell of gold possesses men's souls. The seeker after the mythical El Dorado four centuries ago is in spirit the brother of the "Forty-niner" or the "Klondiker." To-day the whole fabric of our complex industrial organization depends on the supply of this same noble metal. It is inevitable, therefore, that the story of gold should have a popular interest which few other stories can claim.

This volume outlines the development of the modern gold mining industry, paying especial attention to the close connection between its development and the every day world of business. In the first part four short chapters outline the importance of the subject, the occurrence of gold in nature and the methods of extraction. The rest of the book is devoted to the discussion of the gold supply and its relation to prosperity, the development of the industry during the last sixty years, especially in the United States, Australia and the Transvaal; the improvements on the technical side of the industry and the future of gold production. An appendix by John C. Duncan summarizes clearly the rather complex provisions of the chief mining laws in this country.

It is perhaps to be regretted that there is not more of the romantic side of the story told here, emphasizing more fully the power of gold in luring man to new lands and tempting him to face almost certain death in the hope of making a "lucky strike." It is evident, however, that the demands of space have prevented further elaboration of this phase of the subject beyond the mention accorded it in connection with a few of the most important gold discoveries.

The book is decidedly readable and most admirably suited to give the ordinary individual a sense of actual personal acquaintance with the gold industry. To the multitude, for whom mining stocks are irresistibly tempting, it is to be most strongly recommended as a book of useful information, interestingly written, and certain to prove a profitable investment.

WALTER S. TOWER.

*University of Pennsylvania.*

---

**Osborn, Herbert.** *Economic Zoology.* Pp. xv, 490. New York: Macmillan Company, 1908.

This somewhat radical departure from the usual texts on zoology makes another step forward in the tendency to treat scientific knowledge from the economic standpoint. In plan the book is not unlike many other texts on zoology. The accepted order of systematic classification is adopted, the book beginning with the protozoa and concluding with the mammals, con-

sidering in each case the various classes, families and usually some particular species of important genera as an example. By giving much more than the usual amount of space to the consideration of the economic phases of the subject, however, Professor Osborn has ignored all precedent. But in doing so he has done no violence to zoology as a science.

On the contrary, a careful inspection of the volume bears out the author's prefatory contention that a large degree of interest is awakened by revealing the fact of importance to human life. For example, the group of protozoans are, as a rule, uninteresting to the average student of zoology who sees one or two under a microscope and knows little else about them. The same student may know something more or less vague about bacteria, but rarely does the usual text make him clearly acquainted with the fact that in this group of protozoans are to be found the active germs of malaria, yellow fever, the Texas fever of cattle and the like, with the interesting account of their life cycles. Similarly, under the worms, though there is no sacrificing of the important facts of morphology, the keenest kind of interest is aroused by taking the liver fluke of the sheep as an example of the economic importance of the flat-worm group. Somewhat over four full pages devoted to this one topic does more to fasten the important facts in mind than could be done in any other way.

These typical examples give an idea of the method of treatment followed throughout the book; a method of treatment which must inevitably prove an effective stimulus to the student beginning the study of zoology. Here the study of zoology is made not merely a mass of scientific facts of varying interest, but is as it should be, a study of the animal kingdom made fascinating by the many vital relations existing between the various forms of life.

Both for the student and for the average individual who desires to know something about the general principles of the subject, the book unquestionably serves a valuable purpose.

WALTER S. TOWER.

*University of Pennsylvania.*

---

**Ross, E. A.** *Social Psychology*. Pp. xvi, 372. Price, \$1.50. New York: Macmillan Company, 1908.

Professor Ross is always interesting and forceful. His latest book, though written far too largely with scissors and a paste pot, is no exception to the rule. A first attempt to formulate laws of social psychology is necessarily a difficult task, as the author suggests. If some of his generalizations are fairly obvious, and some others are open to serious question, nothing could be more admirable than the spirit in which they are propounded, and the frankness with which criticism is invited.

The theory of suggestibility, the mind of the crowd and that of the mob, the influence of custom and conventionality, with the laws that govern their spread and force, the role of conflict and discussion and the formation of public opinion, all come in for consideration. Incidentally there are many